



COURSE C A T A L O G

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TABLE OF CONTENTS



02	FOUNDATION TRAINING
	CERTIFICATION TRAINING:
04	SOCIAL MEDIA TRACK
08	DIGITAL MARKETING TRACK
11	VIRTUAL EVENTS & MEDIA TRACK
15	WRITING & EDITING TRACK
19	PROJECT MANAGEMENT TRACK
21	VIRTUAL ADMINISTRATION TRACK
24	WORDPRESS TRACK
	WORKSHOP TRAINING:
28	BUILD YOUR BUSINESS WORKSHOPS
29	FIND & MANAGE CLIENTS WORKSHOPS
30	SHARPEN YOUR SKILLS WORKSHOPS
	TECHNOLOGY TRAINING:
32	LEARN TECHNOLOGY



FOUNDATION TRAINING

DISCOVER YOUR FREELANCE NICHE

This is the ideal starting point to help you identify your ideal freelance career or business. In this short course, you will assess your freelance personality, passions, and transferable skills to determine the best freelance niche to pursue. If you are new and exploring your options or looking to discover a new niche, then this is the course for you!

FIVE STEPS TO STARTING YOUR FREELANCE CAREER

Over the past 15 years, we helped thousands of freelancers launch a thriving and flexible career using five practical and proven steps. To get started the right way, walk step-by-step through these five modules to build an amazing freelance career for yourself.



A background image showing a person's hands typing on a laptop keyboard. The laptop screen displays a grid of various social media posts, including photos and videos. The image is dimmed, and the text 'SOCIAL MEDIA CERTIFICATIONS' is overlaid in a bright cyan color. Two vertical cyan lines are positioned on either side of the text.

SOCIAL MEDIA CERTIFICATIONS

SOCIAL MEDIA MANAGEMENT

Social Media Management continues to be one of the most in-demand niches in the freelance space. Many businesses are in desperate need of a point person to manage their ongoing Social Media activities.

In this course, you will learn the strategies, skills and tools to become an in-demand Social Media Manager for your clients. You will discover key strategies for providing an effective Social Media Strategy and Action Plan for your clients. You will also walk through the activities and tasks that successful Social Media Managers do every day, complete with useful checklists and templates!

FACEBOOK MARKETING SPECIALIST

Facebook continues to change and adapt its platform to better serve its community. As a result, it is an ongoing challenge for businesses to keep pace with the technology changes and work involved in building an effective Facebook Marketing plan. Hence, the need for a Facebook Specialist that knows their stuff!

In this timely course, you will discover how to develop and implement a solid Facebook Marketing Strategy for your clients. You will learn how to set up and optimize Facebook Pages, identify the best content to post, and discover ways to maximize community engagement! You will also learn to build and manage effective Facebook groups and host engaging FB Live events.

ONLINE COMMUNITY MANAGEMENT

At FreelanceU, one of the most important roles on our team is our Online Community Manager. Many businesses like us are actively seeking talented community managers to support and engage their subscribers and customers in online communities including Facebook, Mighty Networks and Circle. In this course, you will discover the key success strategies for effectively setting up, moderating, managing and growing Online Communities for your clients. You will also learn some effective ways to maximize group engagement and retention.

INSTAGRAM MARKETING SPECIALIST

Instagram continues to be one of the most popular and fast-growing social networks online! In this new program, you will learn how to build a smart 5-step Instagram marketing strategy for your clients.

You will also learn how to leverage Stories, Posts, Reels, and Instagram Live to grow your client's presence, influence, and results. Join us to level up your Instagram skills so you can better serve your clients!

CANVA SPECIALIST

Canva is one of the most popular design tools used today by freelancers.

While many have learned Canva through experience, the intent of this course is to help you level up your Canva skills so you can complete a whole variety of projects for your clients including Presentations, Social Media Graphics, Landing Pages, Zoom Backgrounds, Logos, YouTube Thumbnails, Business Proposals and Digital Books.

Canva is a terrific skill set and service to offer virtually any type of client, so become a Canva Specialist today!

PINTEREST MARKETING SPECIALIST

Pinterest continues to be a very powerful Social Media channel for driving traffic and results to your clients. In this course, you will learn how to:

- Set-up and optimize your Pinterest profile
- Find and engage with your target audience
- Optimize your boards with great visual and keyword-rich descriptions
- Drive traffic to your articles and blog posts through Pinterest pins
- Leverage Video Pins
- Offer a valuable Pinterest Marketing service

LINKEDIN MARKETING SPECIALIST

Linkedin is the ideal platform to make meaningful connections with a target client/customer audience.

This course will show you:

- How to build a compelling and complete profile that attracts the right audience.
- The ideal types of content to post and share on LinkedIn
- How to post relevant LinkedIn articles
- How to leverage LinkedIn videos
- The keys to optimizing your profile for the LinkedIn Search Engine
- How to research and make a personalized connection with your client prospects

...and so much more!



Digital Marketing

DIGITAL MARKETING CERTIFICATIONS

DIGITAL MARKETING MANAGEMENT

Digital Marketing continues to be the most profitable and in-demand set of services for freelancers today. In this foundational course, you will learn the key components of the Digital Marketing Wheel and how to position it as a high-value service to your clients. You will learn the core skills, strategies, and tools to become an in-demand Digital Marketing Manager! You will review the different types of Digital Marketing packages to offer and how to effectively price your DM services.

EMAIL LIST BUILDING & MARKETING

The old adage "The Money is in the List" still rings true today! Email marketing is one of the most profitable channels for businesses today. Yet, one of the major stumbling blocks is how to effectively build an email list of targeted subscribers. In this course, you will learn the steps, strategies and tools for effectively building an email list for virtually any type of client. This is a great skill set to add to your freelance toolbox!

WEBSITE ANALYTICS

For any business with an online presence, it is vital to understand how your website users are responding to your pages and products. Website Analytics is the key to uncovering valuable information that will help your clients improve how they present their content and market their products and services.

In this workshop, you will develop the skills to effectively navigate the often complicated interface of Google Analytics and pull out the exact data and information your clients need to improve their business results. Understanding Website Analytics is an invaluable skill to offer clients this year and beyond!

PRODUCT LAUNCH MANAGER PROGRAM

Digital Product Launches have become an in-demand service for Entrepreneurs launching all types of products including courses, books, coaching programs, software and memberships, to name a few.

In the PLM program, we will teach you a practical system and set of steps for planning, setting up and running a highly successful launch for your clients. We will walk you through four core phases of any successful product launch: Strategy, Planning, Implementation and Evaluation. It's time to add an awesome new income stream into your business as a highly sought-after Product Launch Manager.

KEYWORD RESEARCH & SEO

Every client wants to receive a steady stream of free, targeted traffic from the Search Engines. But, how does that happen given the ongoing changes Google make to their algorithm. In this course, you will learn how to do effective keyword research for your clients and optimize website content to get listed high in the Search Engines. You will also discover new free and low-cost Search Engine tools that will make it easier for your client to see improved results and rankings in the Search Engines. Finally, you will learn how to package and price your SEO services.

DIGITAL MARKETING FUNNELS & AUTOMATION

Most businesses navigating the digital landscape are very interested in setting up marketing funnels to generate email leads, but they often lack the technical know-how to set up an effective lead funnel. In this workshop, we will walk you through the key steps to setting up a lead marketing funnel from scratch. You will discover the BEST "lead magnets" to use and how to integrate them with an effective email follow-up sequence.

CONTENT MARKETING MANAGEMENT

Content is STILL King and one of the most important things your clients need to get right in their business. Content Creation & Marketing is also VERY overwhelming, which is why your clients need your help to coordinate, manage and distribute all their content. In this course, you will discover how to create a winning content marketing strategy for your clients. You will learn how to effectively organize and manage your client's content such as blogs, podcasts, videos, newsletters, PDF guides, and online events. You will also learn a system and some amazing tools for re-purposing content to increase your clients, traffic, visibility and results!

A person wearing a white lab coat is shown from the chest up, speaking into a professional microphone. The microphone is black with a silver mesh grille and is positioned in front of a large, circular, black pop filter. The person's hands are clasped together in front of them. The background is dark and out of focus. The text "VIRTUAL EVENTS & MEDIA CERTIFICATIONS" is overlaid in a bold, cyan font. Two vertical cyan lines are also present: one above the text and one below it.

VIRTUAL EVENTS & MEDIA CERTIFICATIONS

VIRTUAL EVENT MANAGER

As a result of the Global Pandemic, the shift to virtual events and conferences happened in every industry and with no end in sight. This is the perfect time to hone your virtual event management skills and deliver a high-demand service to clients who need help planning and launching their next big online event. In this course, you will learn how to set-up, moderate, manage and promote a variety of online events from FB Lives and Zoom webinars to multi-day virtual summits and conferences. You will also learn the most important event tools to manage and produce awesome events for your clients.

PODCAST PRODUCTION SPECIALIST

Podcasts continue to grow in popularity as an excellent way to demonstrate subject authority, expert status and thought leadership. And whilst it may seem as simple as buying a microphone, recording your voice and uploading it somewhere, the reality is somewhat different. Discover the world of podcasting and help coaches, speakers, entrepreneurs, and experts find their voice and spread their message!

In this course, we will guide you through the practical strategies, steps, and skills needed to set up, launch, support, market and monetize a podcast. We will share plenty of her insider podcasting tips, create a podcast as the course progresses, and get you excited about the possibilities with some cool tools, apps and gadgets! We will also show you how to syndicate your podcast in the most popular platforms including iTunes, Stitcher, Google Podcasts and Spotify.

DIGITAL CONTENT MANAGER

Content is still KING in the current digital landscape! The marketing activities of businesses today are driven by content from blog posts, videos and podcasts to ebooks, ecourses, digital presentations and so much more.

The #1 challenge businesses face is trying to stay on top of the heaps of content they need to create and deliver! This course is designed to give you the skills, systems and tools to be able to strategize, set up and manage your client's digital content platforms. You will discover an important framework for coordinating and organizing your client's content machine!

You will also learn new skills and workflows for creating and formatting blog posts, articles, software tutorials, ebooks, newsletters, Infographics, worksheets and so much more.

The Digital Content Manager will be a very highly sought-after role for the next many years!

ONLINE VIDEO PRODUCTION

In this short course, you will make use of the powerful video tool, Invideo to create short, interactive videos to post in Instagram, Facebook, LinkedIn, and Twitter.

You will learn the best types of videos to create to maximize engagement with your target audience. This is a terrific service to offer clients who will be looking to leverage more videos in their marketing efforts moving forward.

MULTIMEDIA EDITING & PRODUCTION

What do Facebook Live events, webinars, YouTube videos and podcasts all have in common? At one point or another, they all need to be edited and professionally produced! Audio & video editing is a perfect in-demand skill set for freelancers right now as the average client does not want to get bogged down in the editing process for their videos and podcast recordings.

In this course, you will discover:

- How to create and edit quality audio recordings using such tools as Audacity and Audacity
- How to edit and produce quality video recordings with Camtasia
- How to add intros and outros to both video and audio files
- How to repurpose Facebook Live videos into professional video replays



A top-down view of a person's hands writing on a notepad. A laptop is open to the left, and a small bowl of paper clips is to the right. The scene is dimly lit with a dark overlay.

WRITING & EDITING CERTIFICATIONS

WRITING FOUNDATIONS

Freelance writing continues to be one of the most in-demand services out there right now. There are so many niches and writing specializations, but many new writers often struggle with the steps they need to take to build a thriving and sustainable writing business.

In this course, you will discover how to find the right and most profitable freelance writing niche. You will also learn how to build an effective writing portfolio, determine the best way to price your writing services, discover the best ways to find your ideal writing client and so much more. If you are interested in making a living as a Freelance Writer, then this course is for you!

EMAIL WRITING

Email continues to be the most profitable online marketing channel for businesses today. It is imperative to develop your email writing skills so you can create newsletters, write email broadcasts and sequences and even craft winning emails to new and existing clients. In this course, you will learn a simple, but effective strategy to crafting engaging emails for any type of audience. You will also learn practical strategies for writing winning email autoresponders that convert subscribers to buyers!

SEO CONTENT WRITING

Who doesn't love seeing their blog content show up on the first page of Google? I know we do! In this course, you will learn the fundamentals of creating awesome content that is well optimized for the Search Engines. You will learn how to strike the balance of writing well for your audience and the search engines. You will also uncover some valuable tools that will simplify the keyword research and optimization process. Get ready to sharpen your SEO skills for your business and your clients in this powerful course!

PROOFREADING

In today's digital, content-driven world, every great entrepreneur needs a talented Proofreader that makes their content shine. If you have a love for words and enjoy finding mistakes in others' content, then this might be a great freelance niche for you! In this course, you will learn the key distinction between proofreading and copy editing and review the most common errors to watch out for. You will also learn four key types of editing to master and discover some very helpful tools to simplify the editing and proofreading process. Finally, you will learn a few popular ways to price and package your proofreading and editing services!

WEBSITE WRITING

It's time to renovate your website copy and fine-tune your message to ensure your website is as conversion-friendly as possible. In this workshop, you will learn how to...

- Create a relevant and engaging headline for your homepage
- Write a winning About page that showcases your personal brand and WHY someone should work with you
- Craft easy-to-read service packages
- And so much more!

Let's get your website ready to meet your NEXT client!

COPYWRITING

One skill set that seems to never go out of date and will never be taken over by computers or artificial intelligence is Copywriting. In this course, we are going back to basics to show you exactly how to write and edit great copy for your blog, emails, articles, ebooks, websites and sales pages. This might be the perfect opportunity to fine-tune your everyday writing skills or even inspire you to launch your own copywriting service in your business.

BLOGGING

The opportunities for freelance bloggers have never been better! In this course, you will learn from a 12-year blogging veteran the keys to writing blog content that engages and even inspires your audience. We will introduce the seven most popular types of blog posts and the key strategies for creating blog content that will propel your audience to subscribe to your content. Plus, we will discuss the best ways to monetize your blogging skills and turn them into another income stream.





PROJECT MANAGEMENT CERTIFICATIONS

VIRTUAL PROJECT MANAGER

Due to the Global Pandemic, there has been a sudden, large-scale shift to working remotely, which has changed how businesses lead and manage projects. The need for remote project managers is at an all-time high and is one of the most important skill sets you can develop in your VA or freelance business. In this important course, you will discover a 5-step system for successfully managing projects during this remote work revolution! You will learn specific tools, systems, and strategies for effectively managing both small and large projects and teams! Don't miss this opportunity to hone the skills you need to become a highly sought-after Virtual Project Manager.

BUSINESS PROCESSES & SYSTEMS

Processes and systems are integral to the success of any business. Recording your processes and systems is a critical part of creating and scaling a growing business. Join this important course to learn how to analyze, research, recommend & record processes & systems for you and your clients. Discover the key skills required to be a top-notch operations manager for your clients. Finally, learn how to create killer Standard Operating Procedures (SOPs) that will streamline your clients' businesses!

CLIENT COMMUNICATION & MANAGEMENT

One of the keys to a longterm client relationships is COMMUNICATION! In this course, you will learn how to build healthy and effective lines of communication setting healthy boundaries with your clients. You will also learn simple systems to effectively manage your client's schedule, appointments, projects, priorities, and life.



VIRTUAL ADMINISTRATION CERTIFICATIONS

VIRTUAL ASSISTANT FOUNDATIONS

The Virtual Assistant industry continues to experience rapid growth as businesses recognize the incredible value and cost savings to hire VAs over in-house employees. In this foundational program, you will learn the administrative, technical, and software skills needed to thrive as a Virtual Assistant.

VIRTUAL CUSTOMER SUPPORT

Businesses rise and fall based on great customer service! In this course, you will hone and develop your service skills in the context of a digital world. You will learn some effective skills and strategies for providing awesome customer service via Social Media, Help Desk Software and Live Chat apps. Customer Service gigs are in high demand, so don't miss this opportunity to add a new income stream to your business.

CRM SYSTEMS & SUPPORT

One of the most important marketing practices for any small business is LEAD GENERATION. Every business is seeking to find new leads that they can convert into paying clients or customers. One pivotal role you can play with your clients here is to help them research, document, and track their new leads in a Customer Relationship Management System.

In this course, you will learn how to use low-cost/no-cost CRM systems online to effectively manage all your clients' leads and customers. You will also learn how to create a follow-up system to ensure your clients' leads are well nurtured! This course will be very applicable to your own client recruitment process as well!

DIGITAL RESEARCH SKILLS

Regardless of the types of clients, you work with or your particular niche, you will inevitably have to conduct some good online research from time to time! In this important course, you'll walk away with current skills, strategies, and tools to conduct effective Internet research. You will also uncover four primary online research methods to help you compile invaluable data and information. Finally, you will review sample research projects that clients will need help with.

VIRTUAL BOOKKEEPING

Bookkeeping is one of those recession-proof businesses that are always in demand and a great service to offer this year. Many clients are actively seeking freelancers to take on their month-to-month financial management responsibilities such as payroll, monthly statements, invoicing, billing and so much more. In this certification program, you will discover basic bookkeeping skills needed to effectively manage your clients' financial responsibilities, key bookkeeping systems including QuickBooks, FreshBooks, Zoho Books, and Wave Accounting, how to set up and manage your clients' financial systems, and how to build a profitable virtual bookkeeping service.

EMAIL & CALENDAR MANAGEMENT

I am sure from time to time you have entered an email inbox (might have been yours) and gasped with horror at how chaotic and disorganized it was. Well, there is hope! In this course, you will learn some simple strategies and tricks to organize your inbox (and your clients') with the hope of achieving Inbox Zero! We will also walk through some useful ways to set up and manage Google Calendar and integrate it with Zoom and other applications.

A man with a beard, wearing an orange button-down shirt, is sitting at a wooden desk. He is looking down at a laptop, with his hands on the keyboard. To his left is an open notebook. The background is a blurred indoor setting. The text 'WORDPRESS CERTIFICATIONS' is overlaid in the center in a bold, cyan font. Two thin vertical cyan lines are positioned on either side of the text.

WORDPRESS CERTIFICATIONS

WORDPRESS DESIGN

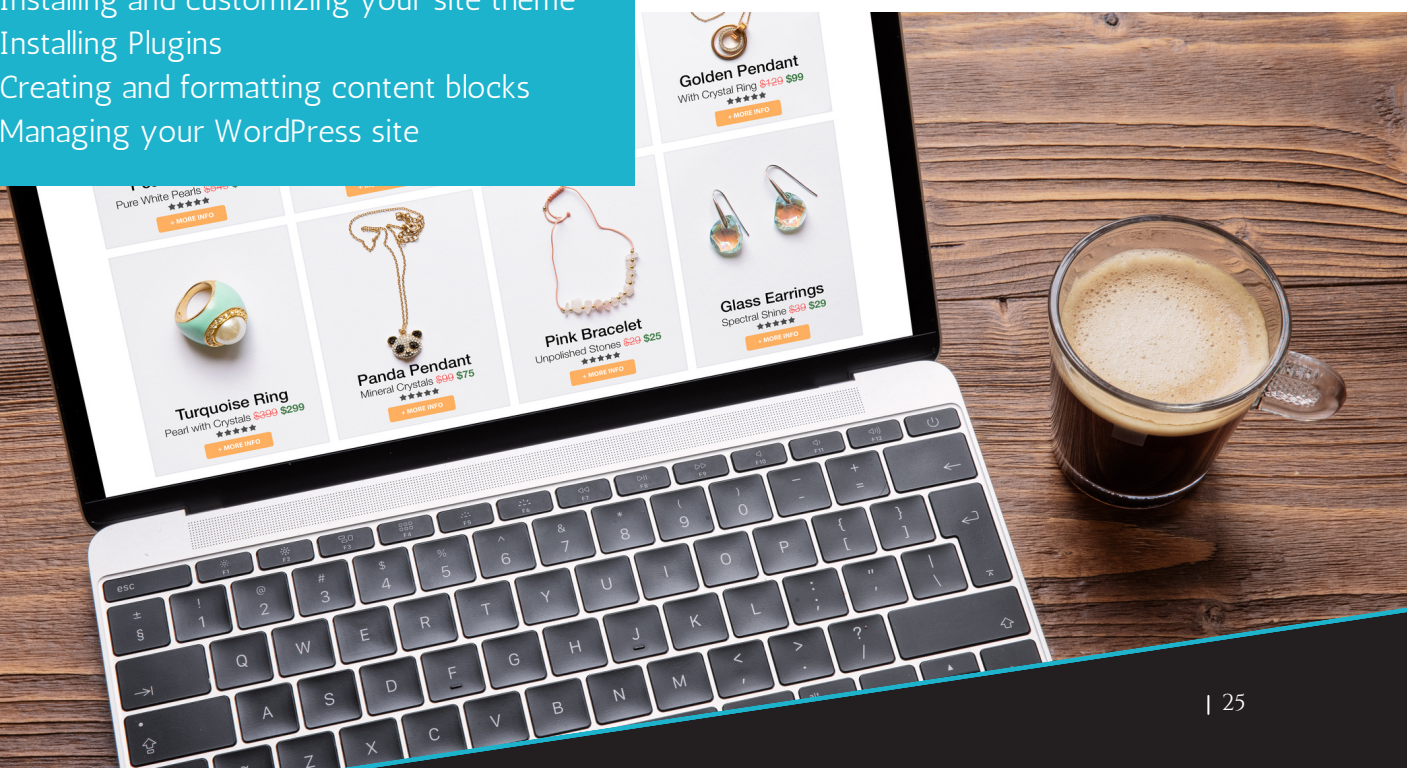
In this course, you will learn some key web design tips and strategies to improve your current design and better attract your ideal client audience. Some of the topics to be covered include WordPress theme selection, color schemes, fonts, images, navigation, conversion design, logos and so much more.

WORDPRESS FUNDAMENTALS

We are excited to partner with the team at WP101 to bring you a new program designed to give you a solid foundation to setting up and managing WordPress sites for your business (or for your clients). In this program, you will learn how to publish in both the Classic WordPress Editor as well as the newer Gutenberg block editor.

We will cover such topics as:

- Setting up WordPress
- Creating and publishing content
- Embedding video and audio files
- Installing and customizing your site theme
- Installing Plugins
- Creating and formatting content blocks
- Managing your WordPress site



WORDPRESS MAINTENANCE

In this course, we will show you the ins and outs of how to regularly maintain, manage and optimize your client's WordPress websites to ensure they are secure, safe and up-to-date. He will cover important topics such as:

- How to do regular back-ups
- Testing site speed
- Optimizing images
- Updating themes and plugins
- Reviewing Error logs
- Clearing out Spam
- And so much more

WordPress Maintenance is an excellent retainer service to offer, and this course will show you how to effectively maintain your client's sites, so they can rest easy as night!

WORDPRESS SECURITY

Your clients would likely sleep better at night if they knew they had someone taking care of their WordPress Security. This is where you come in!

In this course, you will learn the key security steps to follow before and after installing your client's WordPress site. We will walk through the different ways that a WordPress site can be hacked or corrupted and how to prevent it. You will learn how to update WordPress Plugins and Files to make sure they are safe and secure. Finally, you will get acquainted with some great tools to help you keep an eye on your website's security and performance. If you have a WordPress website or plan to offer any WordPress service to your clients, then this course is an absolute necessity!

A woman with dark hair is sitting at a white desk, looking at a laptop screen. She is holding a pencil in her right hand. On the desk, there is a white mug and a pair of black-rimmed glasses. The background is a blurred office setting with a window. The text 'WORKSHOP TRAINING' is overlaid in the center in a bold, cyan font. There are two vertical cyan lines, one above and one below the text.

WORKSHOP TRAINING

BUILD YOUR BUSINESS

Learn essential tools, strategies, and insights needed to establish a successful and sustainable freelance business.

note: New workshops run live every month. Replays are added to the University automatically.

- ◆ Automate Your Freelance Business
- ◆ Crafting Your Freelance Offer
- ◆ Design Your Brand Identity
- ◆ Business Planning Success* **(Annual Plan Bonus only)**
- ◆ Building Your Team With Subcontractors
- ◆ The Freelancer's Toolbox
- ◆ Self-Care for Freelancers
- ◆ Healthy Freelancer Mindset
- ◆ Navigating Freelance Rates & Packages
- ◆ Protecting Your Freelance Business
- ◆ The Entrepreneur's Mindset
- ◆ Productivity Power* **(Annual Plan Bonus only)**
- ◆ Personal Branding Success
- ◆ Business Management Day - By - Day
- ◆and more!
- ◆ [Go to the "Build Your Business" Workshops here.](#)

FIND & MANAGE CLIENTS

These workshops will empower you with the tools and confidence to take your freelancing career to new heights.

note : New workshops run live every month. Replays are added to the University automatically.

- ◆ Client Onboarding Success
- ◆ Finding Clients Using LinkedIn
- ◆ Optimize Your LinkedIn Profile
- ◆ Creating Proposals and Responding to Job Boards
- ◆ Marketing in 60 Minutes a Day
- ◆ Partner in Your Client's Success
- ◆ The Client Attraction System* **(Annual Plan Bonus only)**
- ◆ The Winning Discovery Call
- ◆ "Working with Clients" Checklists, Templates, and Contracts
- ◆ Become a Networking Rockstar
- ◆ Referral Marketing Success
- ◆and more!
- ◆ [Go to the "Find & Manage Clients" Workshops here.](#)

SHARPEN YOUR SKILLS

These workshops will ignite your passion for learning and equip you with the knowledge and proficiency needed to excel in your freelance career.

note : New workshops run live every month. Replays are added to the University automatically.

- ◆ Creating AI Prompts
- ◆ Freelancing in an AI World
- ◆ Create Slide Deck Presentations
- ◆ Creating Social Media Graphics
- ◆ Creating Free Offers
- ◆ Creating Winning Newsletters
- ◆ Finding and Preparing for Speaking & Interview Opportunities
- ◆ Become an Executive VA
- ◆ Mastering Wordpress Plugins
- ◆ Digital PR Specialist
- ◆ Content Marketing Mastery
- ◆ The Fine Art of Writing Great Headlines
- ◆ Create Powerful Email Sequences
- ◆and more!
- ◆ [Go to the "Sharpen Your Skills" Workshops here.](#)



The background image shows a person's hands typing on a laptop keyboard. Overlaid on this are several semi-transparent icons: a trophy, a person at a presentation board, an open book, a graduation cap, a person icon, and a video player with a play button. Two vertical teal lines are positioned on either side of the text.

TECHNOLOGY TRAINING

LEARN TECHNOLOGY

Master the tech essentials with these foundational mini-courses.

note : This area is available as an Annual Plan Bonus only. Interested? Email support@freelanceu.com

- ◆ Convertkit
- ◆ Slack
- ◆ LastPass
- ◆ ClickUp
- ◆ Later
- ◆ Dropbox
- ◆ Calendly
- ◆ Toggl
- ◆ Loom
- ◆ Trello
- ◆ Teachable
- ◆ Honeybook
- ◆ Kajabi
- ◆ Shopify
- ◆ Zapier
- ◆ Asana
- ◆ Wix
- ◆ Notion
- ◆ Google Workspace
- ◆ Upwork
- ◆ [Go to the Technology Mini-Courses here.](#)